

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62, 13

LIBRARY  
RECEIVED  
★ FEB 23 1933 ★

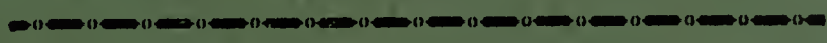
U. S. Department of Agriculture.

**“All That is Best in Mums”  
1933**

**Florists' Wholesale  
Trade List**



**Chrysanthemums  
Carnations  
Bedding Plants**



**STAFFORD CONSERVATORIES**

**JOSEPH J. BRAUN, Proprietor**

**STAFFORD SPRINGS, CONN.**

**Telephone 158-2**

## TERMS OF SALE

Prices quoted are for the trade only.

Parties outside of the trade add 20% to prices quoted.

Orders from new customers must be accompanied by remittance or satisfactory reference.

Terms—Cash, unless special arrangements are made for credit. All accounts are due 30 days from date of shipment. If unpaid, interest at the rate of one-half per cent per month will be charged.

Register all letters containing Currency.

QUANTITY—Twenty-five of one kind will be sold at the 100 rate, 250 at the 1000 rate. Where less than 25 of one kind are ordered, we reserve the right to advance the price proportionately. (See special offer page 2).

PARCEL POST CHARGES—On all charge orders actual postage will be added to the invoice. Paid orders should include postage at the rate of 10 cents for the first hundred cuttings, 4 cents for each additional hundred.

For the past season about nine tenths of our trade went forward as Rooted Cuttings, by parcel post, which proved to be very satisfactory. There was practically no complaint with this service, especially when sent via "Special delivery."

We send out first class stock, carefully inspected and packed, and delivered to the Post Office or Express Company in good order, after which plants Travel at Buyer's Risk.

All claims for damages must be assumed and entered against the carrier by the buyer, the shippers responsibility ceases upon delivery to such agents in good condition.

If shipments forwarded by express are delayed or arrive in damaged condition be sure to have your agent examine the shipment and sign for the extent of the damage and you will have no trouble to collect from the express companies for the same.

We would consider it a favor to be informed just how stock arrived and to what degree they are satisfactory or otherwise, and in case of any part of shipment not being satisfactory for other reasons than that caused by transportation same should be reported or returned to us at once, for satisfactory adjustment.

NON-WARRANTY—It is our aim to satisfy our customers by sending good stock at a reasonable price. While we exercise the utmost care to make every shipment satisfactory and profitable to you and keep stock true to name, we give no Warranty, Express or Implied, on the same, either as to varieties or product, and we are in no way responsible for the crop. All orders Received will be Executed on these conditions only, and they must be accepted by the customer when ordering.

All orders filled in strict rotation and as soon as stock is ready.

We believe Early ordering to be of mutual advantage.

Prices given on newer varieties may be reduced later in the season, where stock and demand will permit.

For Plants from 2¼ inch pots add \$1.50 per 100 Extra.



### TO OUR PATRONS

The year 1933 ushers in our 27th Chrysanthemum Catalogue with a larger and most complete selection of the newest and best in 'Mums.

During the past year we grew on trial 39 new varieties introduced to the trade and offer in this list 32 of these that we believe to be worthy of trial by all. To the Florist growing Chrysanthemums for retail trade we suggest trying a few of these so as to keep pace with the "Times in 'Mums". Customers spreading the news—"a good selection to choose from"—is your best advertisement.

Each year the demand for our stock reaches a higher point adding many new and satisfied customers to our credit which must mean our stock is right.

We suggest a trial order if you are not now buying our stock. Let us prove our worth.

Early orders will be appreciated.

Faithfully yours,

STAFFORD CONSERVATORIES.

It is generally more practical for the Grower or Florist to secure his requirements in Chrysanthemums as Rooted Cuttings and our customers call for such more and more every season. Strong rooted cuttings are easily established and transported at less risk than Potted Stock.

Rooted Cuttings ready for delivery February 15th. on.

We will pot up early orders if desired and from June to the end of the planting season generally have around 100,000 in 2¼ inch pots for your selection.

Prices quoted throughout this list are for rooted cuttings. For plants from pots add \$1.50 per 100, to prices quoted.

This year we will offer Transplanted Soil Cuttings at \$1.00 per 100 extra. These will be found most satisfactory and superior to Rooted Cuttings as they may be benched immediately, and handled with less expense than pot plants.

---

### SPECIAL CASH OFFER

10% discount from price list if Cash accompanies order,—Or—\$20.00 per 1000 rooted cuttings our selection for Cash with order. Only good commercial varieties.

---

# CHRYSANTHEMUMS

## STANDARD VARIETIES

### WHITE

Listed in order of flowering

Rooted Cuttings, 50c per doz., \$3.00 per 100, \$25.00 per 1,000 except where noted.

**Early Frost.** A very early commercial white. Height 3 feet. Pure white flowers, perfect in form, and full to the center. May 15th planting matures end of September.

**Quaker Maid.** Glistening white of incurved form, good stem and fine foliage. Grows 5 feet from early June planting. Best results from buds taken end of August which mature first week in October.

**Oconto.** A strong grower with a sturdy stem, beautiful foliage and large incurved flower, maturing Oct. 15.

**Ambassador.** A very large closely incurved and perfectly formed white, maturing October 20th. Flowers held perfectly upright by strong stems. \$1.00 per doz., \$5.00 per 100, \$45.00 per 1000.

**Christina.** A pure white sport of Rose Chochard. Identical in every respect with that variety. Matures Oct. 20th. \$1.00 per doz., \$5.00 per 100, \$45.00 per 1000.

**Silver Sheen.** Pure white, incurved form, maturing Oct. 20. Has wonderful keeping qualities. We recommend this variety to those who do not like Oconto as a second early. Select bud Aug. 30.

**Charles W. Johnson.** Incurved white, strong grower, blooms 6 in. in diameter and depth with no imperfect flowers. Bud Sept. 10, matures Oct 25th. \$1.00 per doz., \$5.00 per 100, \$45.00 per 1000.

**Snow White.** Incurved. Maturing Nov. 1st. Best Commercial White at this date.



**Betsy Ross.** A large flower of perfect incurved form, clear white in color, with excellent stem and foliage.

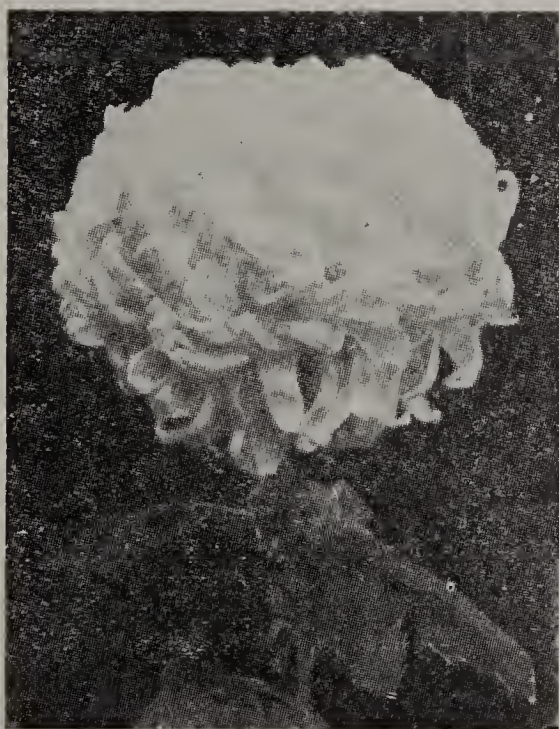
**Chas. Razer.** The most reliable white for early November. Bonaffan in form but larger. Good stem and foliage. Very easy doer.

**White Chieftain.** A sport from that well-known variety. On first crown buds it shows a tinge of pink, later buds come pure white. Matures about Nov. 1. Bud Aug. 30.



**White Chieftain**

**White Distinction.** A pure white sport of Distinction. Identical in habits and growth to its parent. An ideal substitute for White Seidewitz. \$1.00 per doz., \$5.00 per 100, \$45.00 per 1000.



**Wm. Turner**

**Wm. Turner.** Pure white, very large incurved. One of the finest of the large flowered Chrysanthemums. Also the greatest favorite for exhibition. Matures early Nov. from buds selected Aug. 30. \$3.50 per 100, \$30.00 per 1000.

**Edgar Stillman Kelly.** In comparison with Betsy Ross is larger in size, stronger in growth. Color, Pure White. Matures Nov. 1.

**Mefo.** The loosely and irregularly incurved petals are very artistically arranged. Select bud Sept. 15th. Matures Nov. 15th to 20th.

**Tom Browne.** A wonderful pure white. In season November 20th to 30th. Blooms 8½ inches not unusual and as they closely surmount the foliage upon very heavy stem this variety qualifies as one of the best. Height 4 feet. \$3.50 per 100, \$30.00 per 1000.

**W. H. Chadwick.** The standard late fancy white, slightly tinted with pink. For Thanksgiving or later. \$3.50 per 100, \$30.00 per 1000.



**Smith's Challenge.** A superb white, maturing the last of Nov. Of the best incurved form, much the same as December Glory, but larger. Very strong stem. Select bud Sept. 20. Height four and one-half feet.



**December Glory**

**White Seidewitz.** A clear white sport of the well known Seidewitz. A tall grower and late planting or pinching is advisable where hear room is limited. Matures end of November.

**Dec. Glory.** Excellent commercial variety. Petals incurve throughout, forming a perfectly spherical flower 6 inches in diameter. Fine stem and foliage. Height 5 feet from June planting. Maturing Dec. 1st.

**Chattanooga.** Large pure white, with a good stem. Deep or high rounded flower of good substance, its lateness making it exceptionally valuable. Buds selected Sept. 20 will mature from Dec. on. Height 4 feet from June planting.

**Improved White Mistletoe.** This pure white variety is a sport. The objectionable pink of the original variety is eliminated. The latest flowering Chrysanthemum.

On account of the scarcity of flowers generally prevailing during the end of December and January, late plantings of the late flowering Chrysanthemums have proved profitable, especially for the retail trade.

## STANDARD VARIETIES

Listed in order of Flowering

### PINK



**October Rose**

Rooted Cuttings, 50c per doz., \$3.00 per 100, \$25.00 per 1000, except where noted.

**Unaka.** A fine incurved broad petaled bloom. Maturing the first week in Oct. Four feet in height. Best buds Aug 5 to 10th. This variety must be planted early if expected to do its best.

**Lustre.** Fine lavender pink companion for Quaker Maid and Gold Lode. Matures Oct. 10th. Bud last week in August. Height 4 feet from early June planting.

**Early Rose.** Rose color, as the name implies, of a bright pleasing shade under all conditions of light. Stem and foliage excellent. Dwarf habit, 2½ to 3 feet high. Best bud Aug. 20 or later.

**For Plants from 2¼ inch pots add \$1.50 per 100 Extra.**



**Justrite**

**October Rose.** Has made a hit with its large incurved bloom for so early in the season. Color, Lavender Pink. Maturing Oct. 12. Terminal bud.

**Justrite.** The most popular of all early Pinks. Perfectly globular in form on very strong stems. Habit of growth ideal. A good shipper. Matures Oct. 15th from terminal bud.

**Rose Glory.** A bright lavender pink to cut along with Justrite and Celestra, October 15th. Good stem and foliage. Five feet from early June planting. Take terminal bud for best color. A very easy doer and a good handler.

**Rose Chochard.** A very early pink, maturing Oct. 20th. Being of dwarf habit and a most pleasing shade, has gained favor with those who have known and grown it. Incurved type. Height 3 feet. Take bud Aug. 15th.

**Pink Delight.** Color, rosy pink, much brighter than Chieftain. Stem excellent and foliage well up to the flower. Form is reflexed; 6 inches in diameter. Height four feet. Select bud about September 10. Matures Oct. 25th. \$1.00 per doz., \$5.00 per 100, \$40.00 per 1000.

**Mauve Queen.** Perfect incurved form seven inches across. Upper surface of petals purplish rose and the reverse side, which is most conspicuous, silvery gray. Inclined to be tall in growth which can be overcome by planting late in June. No selection is complete without this addition. \$1.00 per doz., \$5.00 per 100, \$45.00 per 1000.

**Chieftain.** Deep, clear pink, incurved. On the order of Major Bonaffan. Very fine mid-season pink.

**LaFrance.** Of perfect incurved form showing the reverse of the petals. The general color is a silvery mauve with upper surface nearly purple. Blooms eight inches in diameter are cut October 28th from buds reserved August 15th. \$1.00 per doz., \$5.00 per 100, \$45.00 per 1000.

**Pink Turner.** (Mrs. J. Leslie Davis). A clear lavender pink sport of Turner. Matures early in November. \$3.50 per 100, \$30.00 per 1000.

**J. W. Prince.** A large incurved bloom. Color, deep pink. Has same habits as the Chieftain family. Maturing early November.

**For Plants from 2¼ inch pots add \$1.50 per 100 Extra.**





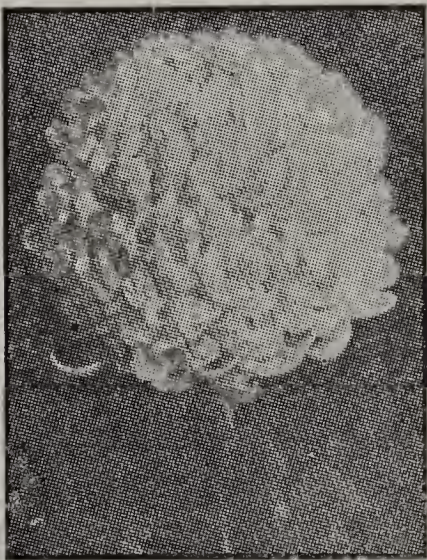
**Mrs. Alex Laurie.** (E. D. Smith). A very good incurved light pink. Does not mature until about November 15. Attains a height of about four feet with perfect stem and foliage. Flowers six inches in diameter. Select bud September 20. \$1.00 per doz., \$5.00 per 100, \$45.00 per 1000.

**Distinction.** A fine Commercial incurved pink. Matures Nov. 20th, and later. This variety is grown extensively in place of Pink Seidewitz.

**Dr. Enguehard.** One of the very best commercials; also a prize winner of the exhibition table. This variety is an old favorite which still ranks high.

#### Edwin Seidewitz

**Chadwick Supreme.** The pink sport of the well-known variety W. H. Chadwick. Largely planted to supply the fancy blooms demanded for Thanksgiving and Christmas trade. \$3.50 per 100, \$30.00 per 1000.



**Edwin Seidewitz.** One of the very best late pinks, a lighter shade than Enguehard, being inclined to grow tall and never show a tendency of going blind, late planting is to be recommended. Maturing end of November.

**Pink Mistletoe.** A pink sport from Mistletoe, in color somewhat resembles Rose Perfection. A most valuable late variety.

Pink Mistletoe

## STANDARD VARIETIES

### YELLOW

Listed in order of flowering

**Rooted Cuttings, 50c per doz., \$3.00 per 100, \$25.00 per 1000, except where noted.**

**Golden Glow.** Bright clear yellow, good stem and foliage. Flowers may be had from Aug. 15 to end of Oct. if planted in succession and first bud secured. Early May planting is necessary to produce August flowers.

**Transplanted Soil Cuttings: \$1.00 per 100 extra.**



**Gold Lode.** The most popular early yellow of the day. A companion to Quaker Maid. Fine yellow with good stem and foliage, maturing first week in October.



**Golden October.** A rich golden yellow. Blooms Oct. 10, from early June planting, from terminal bud.

**Mrs. C. C. Pollworth.** (Improved Chrysolora). decidedly more incurved and slightly deeper in color.

**Celestra.** A round Golden yellow that follows right on the heels of Gold Lode. Height 5 feet from June planting. Rigid stem and fine foliage. Blooms Oct. 10th. A wonderful seller, and shipper.

**Mrs. C. C. Pollworth**



**Marigold.** Most phenomenal and brightest yellow, 9 inches in diameter. Maturing Oct. 15. Stem and foliage perfect. Height 4 feet. Buds secured from Aug. 20 to 25th give best blooms.

**Mrs. H. E. Kidder.** (E. D. Smith). An exceedingly early bright yellow. Very stiff, upright stem producing flowers seven inches in diameter. Four feet in height from June planting. Ready to cut october 15 from buds selected August 25. We especially recommend this variety to those who desire a good early yellow.

**Marigold**

**Golden Wave.** Decidedly incurved in form, brighter yellow than Richmond. Matures Oct. 20th. Excellent stem and foliage. Select bud about Sept. 5th. Six inches in diameter.

**Sun Glow.** Early bright yellow of the Bonaffan type, maturing Oct. 25. Fine stem with foliage extending to the bloom, producing a high percentage of perfect blooms. Select bud about Aug. 25.

**Corona.** A deep golden yellow. Incurved. Can be grown two or more blooms to a plant. Matures Nov 1.

**Yellow Willian Turner.** The yellow sport sent out by Smith is the variety we offer. It was selected by us from many sports of William Turner as being of the brightest yellow. It is an excellent variety and ranks as one of the finest for exhibition. \$3.50 per 100, \$30.00 per 1000.

**Yellow Chieftain.** A pale yellow of the Chieftain type. Bud Aug. 20th. Matures Nov. 1st.





### Sunglow

**Friendly Rival.** This we consider the finest yellow ever produced, considering its size, color, stem and foliage, and its flowering period, which is Nov. 15th to Thanksgiving. It is the brightest yellow of its season.

**Golden Celebration.** A yellow sport from Timothy Eaton, on the color of Golden Wedding, but retaining the good habits of its parent. A good yellow for Thanksgiving trade.

**Marie DePetris.** A wonderful golden yellow, incurved. Matures Nov. 15th from buds selected Aug. 20th. A perfect commercial in every respect. \$3.50 per 100, \$30.00 per 1000.

**Merida.** A large incurved bright yellow on the order of Celebration. Matures November 20th, from bud selected the end of September.

**Clara B. Ford.** A closely incurved yellow, much the same in form and color as Maj. Bonaffan. Bud Sept. 20. Matures Nov. 20.

**Mrs. R. M. Calkins.** A very bright yellow. As intense as the variety Marigold. Inner petals incurved. Matures Nov. 25 and later.

**Sunbeam.** A seedling from Odessa, but of a brighter shade of yellow. Strong grower, attaining a height of 4½ feet from June plantings. Fully double from buds selected from Sept. 20-30. Matures Thanksgiving and later.

**Yellow Pearson.** Ours is the clear bright yellow sport of the popular bronze variety, Gladys Pearson, introduced to the trade by Baur-Steinkamp Co. Like its parent, it comes just right for Thanksgiving Day and should be planted heavily for that time.



Mrs. Nellie T. Ross

**Richmond.** Bright golden yellow incurved on the order of Bonaffan, which has gained reputation as a perfect commercial. This is best described as an early Bonaffan. Take bud Aug. 25. Matures early November.

**Major Bonaffan.** This variety is the standard for commercial and still the most widely grown for mid-season. Can be had from early Sept. buds, by the last week in Oct. and from later buds for Thanksgiving.

**Mrs. Nellie T. Ross.** Light yellow, possibly a shade lighter than that of Bonaffan. Its late flowering period, Nov. 30 into December greatly enhances its value. A wonderful keeper. Do not reserve bud until early October. Height 4½ feet.

**Golden Chadwick.** When high-class blooms are the chief object this variety reigns supreme. Its rich yellow color, combined with good characteristics of the Chadwick's places it as one of the best late yellow varieties. Late plantings produce superior flowers from Thanksgiving to Christmas. \$3.50 per 100, \$30.00 per 1000.



**Yellow Chattanooga.** A sport of Chattanooga, identical to its parent in every respect except color which is an even shade of yellow, about same shade as Mrs. Nellie T. Ross, but blooms one week later from terminal buds. \$1.00 per doz., \$5.00 per 100, \$45.00 per 1000.

**Golden Mistletoe.** A sport of the Mistletoe. It is not a deep golden, but has more of the tints found in Indian Summer and can well be recommended as one to be planted largely, it coming in at a time when there is a brisk demand for high grade flowers.

## STANDARD VARIETIES

### BRONZE

Listed in order of flowering

**Rooted Cuttings:** 50c per doz., \$3.00 per 100, \$25.00 per 1000, except where noted

**Indianola.** Early large flowered Bronze. Color a wonderful combination of old gold and bronze. 4 feet from June planting. Take bud last week in August.

**Bronze Unaka.** A clear and attractive bronze sport of this popular early variety. Bud Aug. 5.

**George Baer.** A bronze sport of Early Rose. Creamy yellow intermixed with Ophelia and Bronze shadings. Its striking color combination speaks for itself when displayed. Being of sturdy habit it is equally as good for pot work.

**Hilda H. Bergen.** One of the most useful commercial types of Chrysanthemums. Color is a deep rich mahogany bronze and every bud produces a perfect flower, even when grown four or five to the plant. Strongly recommended as being absolutely 100 per cent perfect in every way. Matures Oct. 8th.

**Bronze Turner.** Sport of the Turner family. In color a Buff-Bronze with maroon shading on lower petals. Height 4 feet. Bud second week in Sept. \$3.50 per 100, \$30.00 per 1000.

**Golden Bronze.** Produces large spreading blooms of good substance. A wonderful shade of golden bronze, so much desired by the flower buying public. Can be benched early in July with perfect assurance of good blooms. Take terminal bud for best color. Blooms October 25th.

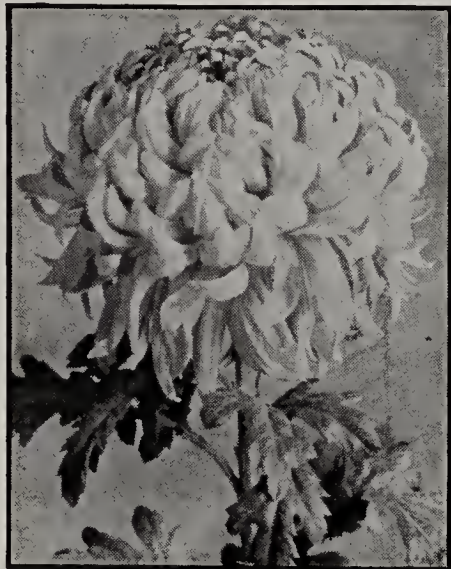
**Improved Wm. H. Waite.** A sport or variation from the original type, but much brighter in color. The lining of the petals approaches a red, whereas the original variety is bronzy. In other respects it is identical. Matures November 1st. \$1.00 per doz., \$5.00 per hundred, \$45.00 per 1000.

**Floyd Gibbons.** Very distinct and unusual in color. The outer edge of the upper surface of the petals is rose pink while the center of the petal is cream color and the reverse or lower surface is a light buff. Is of a high rounded incurved form, has a beautiful foliage. Height 3½ feet, 5 inches in diameter. Matures Nov. 8th from buds selected Sept. 15th. \$2.00 per doz., \$10.00 per 100.

**Gladys Pearson.** A new shade for Thanksgiving use, maturing Nov. 20th to 25th. The upper surface of the petals is apricot and the reverse buff which illuminates under artificial light to be bright orange. Strong grower. 5 feet from June planting. Best bud September 30th.

**Oak Leaf.** In color a deep bronze of Oak leaf shade, hence its name. Habit of growth and characteristics identical with its parent, Gladys Pearson. This variety is truly the most beautiful of the bronze Mums and we recommend planting it heavily for Thanksgiving when it is at its best. (See cut on rear cover.)

**Bronze Seidewitz.** A sport of that well known variety Seidewitz. Color a soft even shade of golden bronze, maturing for Thanksgiving and later. Height 5 feet. Date of bud, Sept. 5th.



Gladys Pearson

**Indian Summer.** A sport of Golden Chadwick. A yellow ground with intermixture of terra cotta, making this an odd flower and especially valuable for artistic work. \$3.50 per 100, \$30.00 per 1000.

**Bronze Mistletoe.** A sport from Pink Mistletoe, identical in every respect except color. Very serviceable where late Bronze flowers are desired. Select bud September 30 and later.

## STANDARD VARIETIES

### RED

Listed in order of flowering

**Rooted Cuttings:** 50c per doz., \$3.00 per 100, \$25.00 per 1000, except where noted

**Governor Green.** A very large crimson with reverse of petals old gold. Heavy stem and wonderful foliage. The best flowers are from buds selected Aug. 15, which are fully developed Oct. 15.

**Garnet King.** The finest red yet produced, color, garnet, enhanced by a silken sheen. Very slight contrast between upper and reverse side of the petals. Retains its remarkable color either on the plants or cut; unto its end. Fine stem and foliage. Buds selected September 20 mature Nov. 20.

**Mohawk Chief.** The latest crimson to date, its reflexed form showing this color to best advantage. Matures the end of November into December. Buds selected Oct. 1st and later for best color. 7½ inches in diameter. Height 3 feet.

## INTRODUCTIONS OF 1932

As Described by the Originators

### LARGE FLOWERING

**Rooted Cuttings** \$2.00 per doz., \$10.00 per 100.

**The Peer.** (E. D. Smith). A light shade of pink with upper surface of petals similar to the pompom Ermalinda and the reverse side flesh color. Irregularly incurved form; flowers 7 inches in diameter and double from any bud. Height, 4 feet. Select bud Aug. 30th. Matures Oct. 22nd.

**Smith's Superlative.** (E. D. Smith). A remarkably intense yellow, even brighter than Friendly Rival. Globular reflexed in form and possessing more substance than any other variety we know of. Flowers 6½ inches in diameter. Wonderful strong upright stem with lustrous dark green foliage. Growth about 5 feet. Select bud Aug. 25th. Matures Oct. 25th.



**Keystone.** (E. D. Smith). An early bronze, larger than Indianola and more decided in color when early buds are reserved. The upper surface of the petals are brownish chinese orange, reverse side buff. Flowers 8 inches in diameter are double from any bud. Strong upright growth, small foliage. Height 4 feet. Select bud Aug. 30th. Matures Oct. 22nd.

**Reality.** (E. D. Smith). A very closely incurved variety and as its color is pink might be called Pink Bonaffan. Slightly deeper in color than Chieftain with more closely incurving petals. Diameter of flower 5 to 6 inches. Good shipper. Height 4 feet. Good stem and foliage. Select bud Aug. 5th. Matures Oct. 20th.

**Golden Topaz.** (E. D. Smith). In color a close rival to Friendly Rival, being only a trifle lighter. Fine upright growth and good stem and foliage. Height 4 feet. Flowers 6½ inches in diameter. Select bud Sept. 10th. Matures Nov. 10th.

## POMPONS

Pompons are fast increasing in demand for retail trade for the reason that they are more satisfactory as a cut flower in the modern home, standing up under the change in atmosphere far better than the large flowering type.

The selection is more varied in colors and types, ranging from the smallest button of ½ inch in diameter to the larger and beautiful anemone type, attaining a size of 7 inches in diameter when disbudded.

In the following pages you will find a very complete and up-to-the-minute selection of all sizes, types and colors.

### LAST SEASON'S INTRODUCTION OF POMPONS

**Rooted Cuttings:** \$1.00 per doz., \$5.00 per 100, \$45.00 per 1000.

**Marilyn.** (E. D. Smith). Orange tan in color, a trifle darker than Bonibel. Flowers 1½ inches in diameter. Free flowering and with good upright stem. Height 3½ feet. Matures October 22.

**Arlyn.** (E. D. Smith). The outer petals show a slight bronzy cast while the center of the flower is a deep yellow, approaching orange. Produces fine upright sprays, is very productive and one of the best late pompoms. Flowers 2 inches in diameter. Height 3 feet. Matures November 15.

**Marcella.** (E. D. Smith). Is a light pink in color, but has a little less of the violet cast than Denice and does not fade quickly. A strong, upright grower. Produces wonderful sprays. Height 3 feet. Matures November 15 and later.

**Red Wings.** (E. D. Smith). This we believe the best intermediate Red produced. A dark even shade, upright growth, producing wonderful sprays. Maturing November 15 to 20, comes just right for thanksgiving when the darker shades are in demand. Flowers 1½ inches. Height 3 feet.

**Red Beauty.** A clear dark red sport of the very popular Dorothy Turner. This variety sported with us in 1931 and has bloomed constant and true to color each year. It does not fade to the bronze at any stage. Habit and growth identical to its parent. \$2.00 per doz., \$10.00 per 100.

**Bronze Usona.** (E. D. Smith). An orange bronze sport of Usona, possessing the same habits. Several shades darker than November Bronze, but of the same even shade. Strongly recommended for Thanksgiving and later.

### NEW POMPONS FOR DISBUDDING

\$1.00 per doz., \$5.00 per 100, \$45.00 per 1000.

**Irene Rich.** (E. D. Smith). We believe this variety to be superior to Lillian Doty as it is deeper and more even in color. The upper surface of the petals is a violet pink and the reverse lighter. Height 4 feet. Flowers 3½ inches. Matures November 1.

**Beautiful Lady.** (E. D. Smith). A very striking anemone flowered variety with exceedingly prominent cushion, contrasting with the ray florets, which are a bright shade of pink, and the cushion is creamy white. Flowers are 5 inches in diameter with a 3 inch cushion. Early planting is recommended. Height 3½ feet. Matures Nov. 20th.

The Flower Buying Public each year are demanding more of the oddities in Chrysanthemums and the grower who carries a good assortment of the Anemone, Single, and Shaggy Large Flowering Pompoms will be well prepared for this demand in 'Mum' Season.

### STANDARD POMPON VARIETIES

#### WHITE

**Rooted Cuttings 50c per doz., \$3.00 per 100, \$25.00 per 1000, except where noted.**

**Irene.** True pompon type. Color pure white. Upright, wiry stems. Height 3 feet. Matures first week in Oct.

**Greta.** A pure white Pompon to follow Irene. Blooms October 20th. Free flowering with strong upright stems.

**Silver Ball.** Very pure white and exceedingly perfect in form. It is much earlier than White Doty, being fully matured by October 12.

**White Lillian Doty.** A pure white sport of the well-known variety, Lillian Doty.

**Chicago Pearl.** This variety has proved to be the finest white pompon we have ever grown. The bloom is almost ideal in form and is pure white in color. The general plant habit is good. The sprays are large and the flowers carried well apart. The season is Nov. 15 to 25. Rooted Cuttings \$3.50 per 100, \$30.00 per 1000.

**Cordova.** (E. D. Smith). A large, very free flowering white pompon coming into perfection after November 25, just right for Thanksgiving. Diameter of flowers, two and one-half inches. Strong upright stem and medium height.

### STANDARD POMPON VARIETIES

#### PINK

**Rooted Cuttings \$3.00 per 100, \$25.00 per 1000, except where noted.**

**Iridescent.** The color is a wonderful combination of the various shades of yellows and pinks. Most effective just before fully matured when all shades are at their height. A good grower, producing strong sprays. Medium in height. Blooms October 15th. Can be cut about 2 weeks earlier outdoors.

**Lilac.** A beautiful lavender pink of a brighter and more even shade than Leilah. Grows somewhat taller and is more prolific. Blooms October 15th. Can be cut about two weeks earlier if planted out doors.



**Leilah.** A good early Rose-pink, Matures Oct 10-15. Producing a fine spray.

**Lillian Doty.** The plant is a vigorous grower, producing beautifully formed shell pink flowers on very rigid stems.

**Lucinda.** One of our best selling pompons. The color is a bright deep pink. Individual blooms are of the round medium sized type. Produces fine sprays and plenty of them. Blooms Nov. 12 to 20.

**Silver Tips.** Bright pink with silver tip at the end of each petal. Gives good yield of fine sprays and blooms second week in November. Unusually good keeper.



**Western Beauty.** A fine rose pink. Flowers are of medium size produced on straight rigid stems. Middle of Nov. and Thanksgiving.

**Usona.** A bright pink variety for Thanksgiving. Very Productive, with a strong upright growth. Height 2½ feet.

**Olivia.** A variety very similar to Usona, but about 10 days later, and later plantings can be extended to Christmas cutting. This is one of the latest Pink Pompons.

### Western Beauty

**Roselea.** A very late pink and rather peculiar from the fact that the edges of the petals are bright pink, similar to Usona, and the center of the petals is cream color. Flowers 1¾ inches in diameter are spaced sufficient distance apart to show them to their best advantage. Does not flower until after December 1st. Height four feet.

**Pagosa.** A late dark pink, in general character similar to Usona and Olivia, but darker pink, and later than either. Not ready to cut until December 5. \$3.50 per 100, \$30.00 per 1000.

## STANDARD POMPON VARIETIES YELLOW

**Rooted Cuttings, \$3.00 per 100, \$25.00 per 1000, except where noted.**

**Wolverine.** (See Hardy Early Varieties). Earliest yellow.

**Yellow Normandie.** (See Hardy Early Varieties).

**Rodell.** An early yellow pompon, blooming October 20th. Fine upright growth.

**Golden Climax.** One of the most useful of the yellow button type pompons. It will grow 3 to 4 feet from early planting, has a very wiry stem which well supports the deep golden yellow buttons. It has a hard small foliage which will permit close planting. Very productive.



**Cora Peck Buhl.** Resembles Golden Climax in growth and form of flowers. Height 3 feet. Ready to cut Oct. 25th.

**Gold Mine.** Very bright yellow, one and one-quarter inches in diameter and of the true pompon type, of a high rounded form. Two feet in height. Excellent for pot work. Ready to cut October 25.

**Florence.** The best clear yellow decorative variety we have ever seen. A sport of Pauline Wilcox, and in all other respects the same as this famous variety. Ready to cut Nov. 5th, and can be grown to cut all during the month. A most valuable addition to that type.

**Ball of Gold.** Very perfect in form, two and one-half inches in diameter, with stiff upright stem. Color, bright yellow, maturing Nov. 5th to 10th, two and one-half feet tall.

**Golden Baby.** The smallest of the pompon type. Clear yellow, blooming November 10th.

**Yellow Fellow.** Very fine large flowering yellow pompon, coming to bloom November 15th.

**Betty Watkins.** The flowers are golden bronze, 1½ inches in diameter, and carried well upon strong, sturdy stems. This variety makes nice sprays. Ready for cutting November 15.



**Florence**

**Yellow Bird .(E. D. Smith).** A new yellow pompon producing large sprays. Flowers two inches in diameter with edges of petals notched or toothed. A very productive variety, maturing November 18. C. S. A Certificate.

**Yuvawn. (Smith).** Very bright yellow blooms on strong stems makes nicely arranged spray and very desirable for Thanksgiving trade. Matures November 20. Height 3 feet. Makes a fine pot plant.

**Unalga.** An intense yellow having large blooms. Maturing Nov. 20.



**Golden Sceptre.** A perfectly shaped bright yellow pompon of intermediate size, and one of the very best sellers as a cut flower. Maturing Nov. 25th.

**Gold Coin.** A very bright yellow and exceedingly productive. When grown in sprays,  $2\frac{1}{2}$  inches in diameter, and  $3\frac{1}{2}$  when disbudded. Matures Dec. 1st. and later.

**Christmas Gold.** On the order of Golden Baby, but a much stronger grower. The little button flowers being a little larger and much brighter, set off by dark glossy foliage, makes an attractive spray. Its lasting qualities are exceptional.

## STANDARD POMPON VARIETIES

### BRONZE

**Rooted Cuttings:** \$3.00 per 100, \$25.00 per 1000, except where noted.

**Adironda.** The earliest Golden Bronze. Matures Oct. 15. True pompon type.

**Bonnibel.** A very distinct pompon of orange buff color.  $1\frac{1}{4}$  inches in diameter. It is very free flowering and of dwarf growth, about two and one half feet in height. Matures about October 15th.

**Lindy.** Beautiful even shade of Bronze. Makes a nice spray, with good foliage. Matures Nov. 1.

**Orange Prince.** Very striking orange in color, blending beautifully with reds and yellows. Three feet in height from early June plantings. Ready to cut Oct. 25th.

**Bronze Doty.** Deep Terra-cotta bronze. Stiff in stem and free flowering.

**Ariana.** A golden buff pompon suitable for disbudding, and maturing about October 20th. Flowers three and one-half inches in diameter. A promising new variety in the disbudded type. C. S. A. Certificate.

**Faina.** A rather dark bronze. Flowers two inches in diameter may be cut October 30th. Strong upright stem. Excellent for pot work. C. S. A. Certificate.

**Pauline Wilcox.** The form of the flower classes it as a decorative variety and it is the ideal decorative type. The stems are straight and strong and the flowers hold well apart. The color is a pleasing mixture of bronze. In bloom Nov. 5.

**Source D'Or or Golden Feather.** A wonderful variety when grown in sprays or as a pot plant. Color, reddish bronze.

**For Plants from  $2\frac{1}{4}$  inch pots add \$1.50 per 100 Extra.**



New York

**New York.** Very attractive bronze pompon of the button type. Maturing early November. Small hard foliage permits close planting.

**Louise Davenport.** Button type which is a true pompon. Rich bronze in color and very free flowering. It is a wonderful producer. Growing freely, and, with ordinary care and spacing, filling the bench with a mass of blooms. A favorite wherever shown. Matures Nov. 10.

**November Bronze.** A rich and beautiful combination of old gold and bronze, but of even shade. Large perfectly formed flowers on long strong stems. This variety makes a much better spray than its sister variety, Dorothy Turner, but is a distinctly lighter shade. Maturing November 10th..

**Frank Wilcox.** Golden bronze of special merit, being of dwarf and sturdy growth, it makes a fine pot plant and is excellent for cutting. At its best around Thanksgiving.

**Dorothy Turner.** This striking pompon, a lively combination of bronze and old gold, reaches maturity for the Thanksgiving Market. The individual blossoms being well placed and supported by strong stems.

**Legal Tender.** Color is a combination of bronze and gold which is most attractive. Belongs to the intermediate section. A strong grower and of medium height. Maturing November 20th and later.

**Gold Tips.** This variety is both beautiful and unique. The petal is bright bronze and is tipped at the end with bright yellow, hence the name. The blooms are a trifle larger than Nuggets and are borne on fine sprays. Medium height. Can be had from Thanksgiving until Christmas.

**Rowenna.** A large flowered pompon of a medium shade of bronze that comes in for Thanksgiving and later. Has strong stem with good dark foliage that sets off the well arranged spray. Good shipper and keeper. Height 2½ to 3 feet.

## STANDARD POMPON VARIETIES

### RED

**Rooted Cuttings:** \$3.00 per 100, \$25.00 per 1000, except where noted.

**L'Argentuillais.** Deep chestnut in color. Very early.



**Fire Bird.** While not extra early this is the best early red we have seen, maturing the last week of Oct. Color, Brick Red; strong upright growth and productive.

**Crimson Quintus.** Excellent decorative variety; deep crimson, with splendid contrasting foliage of dark green.

**Sheila.** A dark mahogany colored pompon of reflexed form, maturing October 30. Flowers,  $1\frac{1}{2}$  inches in diameter. The color of this variety is distinct from any we have previously offered. C. S. A. Certificate.

**Helen Hubbard.** The best Crimson decorative grown. In heavy demand for Thanksgiving trade. The color is a rich velvety crimson, which does not fade. Growth is excellent. \$3.50 per 100, \$30.00 per 1000.

## STANDARD ANEMONE CHRYSANTHEMUMS

**Rooted Cuttings:** \$3.00 per 100, \$25.00 per 1000, except where noted.

**Blanche.** The improved Garza. Color, white with cream center. A very attractive flower and a good grower.

**Yellow Garza.** Yellow sport of Garza.

**Buff Queen.** The larger anemone type,  $6\frac{1}{2}$  inches in diameter when disbudded. Color of both ray and disc florets is buff. Makes a good spray. Matures November 1st.

**Maple Leaf.** Like the soft Maple leaf, the color is displayed in the various shades of red and yellow, changing from day to day as development progresses. High rounded cushion  $3\frac{1}{2}$  inches in diameter. Two feet high. Maturing Nov. 10.

**Chestnut.** Both ray and disc florets are an even shade of bright bronze,  $3\frac{1}{2}$  inches in diameter.  $2\frac{1}{2}$  feet high. Maturing Nov. 10.

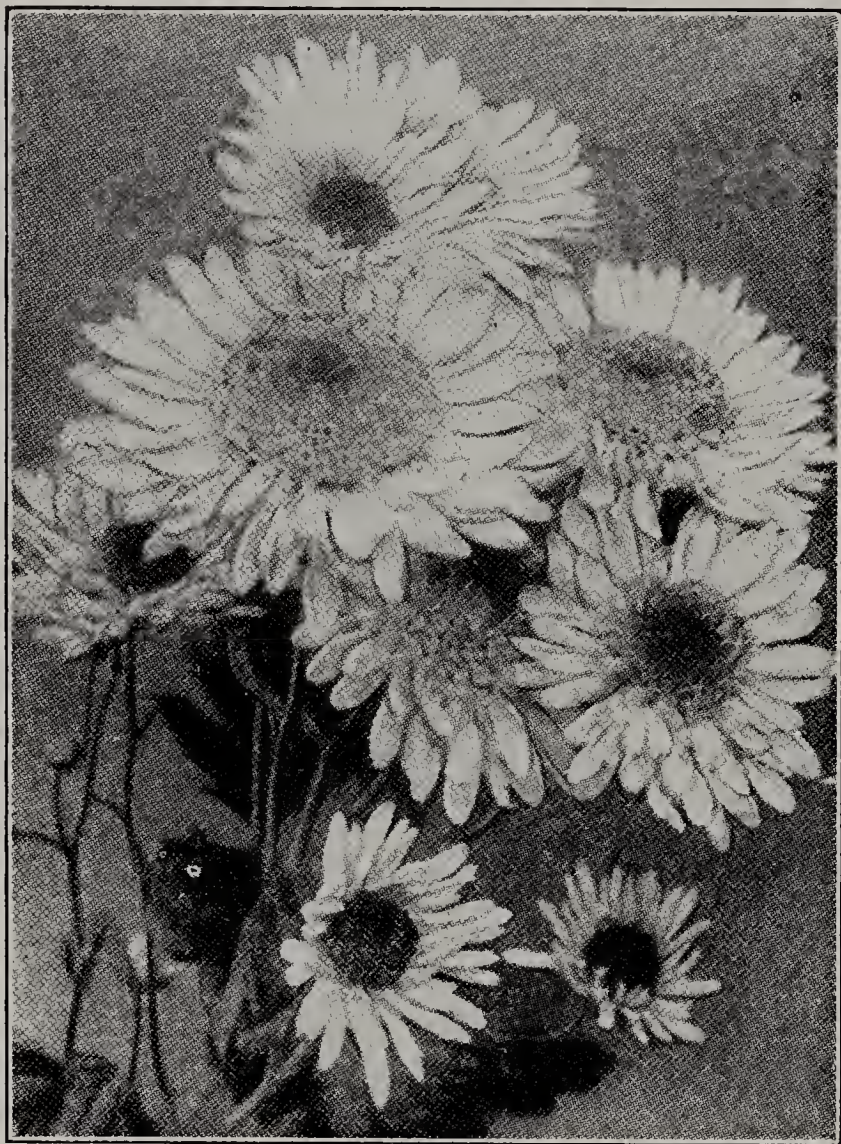
**Captivation.** Large flowering anemone. Single stem blooms are  $7\frac{1}{2}$  inches in diameter. Color of ray florets, mahogany red, cushions same color except extreme end of quills, which are tipped with yellow. Strong stem and wonderful substance. Matures November 10th.

**Graf Von Oriole.** Clear Rose Pink, good stem and foliage. Best of the pink anemones. Disbudding recommended, but makes a good spray.

**Stoplight.** A very striking new anemone. Crimson Terra-cotta ray petals with a low bright yellow cushion. The contrasting colors instantly promote admiration. Height 4 feet. Disbudding is recommended, but makes a good spray.

**Transplanted Soil Cuttings:** \$1.00 per 100 extra.





**Blanche**

**Pink Lady.** A bright pink anemone, true to type. Medium size, strong stemmed. Comes in right for Thanksgiving Day.

**Pink Supreme.** One of the latest anemone flowered varieties. Color is a delicate shell pink. Has prominent regular cushion with several rows of ray florets which enhance the shipping qualities. Attains a height of about 4 feet. Disbudding recommended.

**Garza Supreme.** Pure white sport of Garza, coming into bloom during December. Producing very perfect, full rounded flowers on strong stems. The latest flowering anemone. Is in heavy demand owing to its lateness.

## POMPONS AND ANEMONES SUITABLE FOR DISBUDDING

Listed below are several varieties which are more suitable for disbudding, than for growing in sprays. While all these are satisfactory grown in sprays, they have been crossed with the large flowering type and do not make the graceful spray for which the pompons are so often admired. This type is becoming extremely popular owing to the size and perfectness of the flowers. Every grower should have some of these for variety.

### POMPONS

<b>Greta,</b> white, (for description see page 12)		
<b>Silver Ball,</b> white,	"	12
<b>White Doty,</b> white,	"	12

**Rio Rita.** Very similar to Sunshine in habit and blooming date, but makes a more graceful spray. Good keeper.

**Sunshine.** A large flowered yellow anemone of the pompon type, with the cushion center much brighter than the ray petals. Being of dwarf, sturdy growth is ideal for pot culture. Disbudding recommended, but makes a good spray. Matures end of November.



Pink Doty, pink. (for description see page 13)		
Bronze Doty, bronze,	"	15
Ball of Gold, yellow,	"	14
Cordova, white,	"	12
Unalga, yellow,	"	14
Gold Coin, yellow,	"	15
Ariana, bronze,	"	15
Irene Rich, pink,	"	12

### ANEMONES

Captivation, red, (for description see page 17)		
Buff Queen, buff,	"	17
Graf Von Oriole, pink,	"	17
Stoplight, red,	"	17
Sunshine, yellow,	"	18
Pink Supreme, blush pink,	"	19
Beautiful Lady, pink,	"	12

### SINGLE CHRYSANTHEMUMS

**Rooted Cuttings:** \$3.00 per 100, \$25.00 per 1000, except where noted

**Alice Howell.** (See page 22)

**Aloma.** New Single, Terra-cotta bronze. Very attractive and fine grower. Matures Oct. 15th.

**Mary Pope.** The best pale pink; large flower. Makes a fine spray for cutting.

**Caddie Mason.** Earliest single red. Maturing Oct. 20th. Very rich coloring, set off by a full yellow center. Strong upright growth.

**Mrs. W. E. Buckingham.** In color a brilliant shade of rose pink. One of the finest singles. Nov. 1.

**Bronze Buckingham.** This variety is a duplicate of its parent in every respect except color, which is a cheerful glowing bronze.



**Mary Pope**

**Transplanted Soil Cuttings:** \$1.00 per 100 extra.

**Melba.** This variety is admirably adapted to pot culture either as a small dwarf plant or a large specimen, depending on the time of propagation and culture. The color is an orange bronze with a distinct circle of yellow at the base of the petals and surrounding the green disc. The flowers when grown in sprays are about 4½ inches in diameter. Matures Nov. 10th.

**Charter Oak.** A clear bright yellow single variety which carries its flowers in large strong-stemmed sprays. The form and character of the flower spray is ideal and the late-flowering characteristic greatly enhances the value of this to the grower.

**GODFREY****THE GODFREY FAMILY**

**Rooted Cuttings: \$3.00 per 100, \$25.00 per 1000.**

This family of Single Chrysanthemums in six distinct colors is one of the most profitable for late flowering, coming in for Thanksgiving and later. Makes a beautiful spray as the flowers are held well apart on long wiry stems. Owing to its height, is especially good for Basket and Decorative work. This flower is a favorite with all who know it, as we find many retail customers ordering it by name. Pinching not later than Sept. 15 will mature middle of December and later.

**Mrs. E. D. Godfrey.** Clear light pink.

**White Godfrey.**

**Yellow Godfrey.**

**Marguerite Waite.** Clear deep pink.

**Miss Isabelle.** Clear soft bronze.

**Miss Gladys.** Brilliant bronze.

**CHRYSANTHEMUMS FOR POT CULTURE****THE CAPRICE FAMILY**

**Rooted Cuttings: \$3.00 per 100, \$25.00 per 1000.**

Caprice White

Caprice Yellow

Caprice Purple

Caprice Butlers, Pink

Caprice Deep Lilac

Caprice Du Printemps, Rose.

Kathleen Thompson, Bronze.

**For Plants from 2¼ inch pots add \$1.50 per 100 Extra.**



### The Following Standard Pompons are excellent for pot work.

**GRETA.** White pompon

**Blanche.** White anemone

**Silver Tips.** Pink pompon

**Pink Lady.** Pink anemone

**Wolverine.** Yellow pompon

**Zaza.** Yellow pompon

**Gold Mine.** Yellow pompon

**Faina.** Bronze pompon

**Source D'Or.** Bronze pompon

**Frank Wilcox.** Bronze pompon

**Melba.** Bronze single

**Crimson Quintus.** Red pompon

## HARDY EARLY FLOWERING CHRYSANTHEMUMS

### Recommended for Outdoor Flowering

These are expected to mature their blooms early enough to avoid frost but in our locality require some protection as we often have damaging frost by the end of September. All varieties are equally good for indoor cutting.

## VARIETIES OF LATER INTRODUCTION

**Rooted Cuttings:** \$1.00 per doz., \$5.00 per 100, except where noted

**R. Marion Hatton.** Decorative pompon type of intermediate size. Free flowering and the earliest to bloom. Color is a bright canary yellow, maturing late September.

**October Girl.** The most prolific flowering variety, is of vigorous and branchy habit. The semi-double flowers are 2 inches in diameter. Pink on opening, shading to lavender when fully opened. Matures October 1.

**Barbara Cumming.** This variety is easily described as an improved Yellow Normandie, being larger flowered and of much better substance. Flowering from late August to October.

**Ruth Hatton.** An exceptionally prolific variety of vigorous and bushy growth. This Decorative pompon when fully opened is clear ivory-white. Matures October 10.

**Jean Cumming.** A great improvement on older white varieties. Large flowers of purest white, with the softest yellow and blush shading at the center of the buds. Growth erect and wiry, height medium. Comes to bloom September 15, has exceptional keeping qualities and is undoubtedly the best white variety to date. \$1.25 per doz., \$8.00 per 100.

**Aladdin.** Rich bronze pompon. \$1.25 per doz., \$8.00 per 100.

**Vivid.** A very striking and effective variety, the color of which very closely approaches that of the American Beauty Rose, a rosy crimson or amaranth shade new to the earlier flowering Chrysanthemums. Flowering October 1st, it is extremely vigorous and very free. \$1.25 per doz., \$8.00 per 100.

## STANDARD VARIETIES

**Rooted Cuttings.** \$3.50 per 100, \$30.00 per 1000.

**Wolverine.** Very early, flowering early in August, ahead of Normandie, but individual flowers are much larger with strong stem. Produces large sprays, and is also an excellent variety for pot plants. Color, bright yellow.

**Zaza.** Yellow, with orange at the base of petals; of dwarf habit, showing color the first of October. Flowers 2½ inches in diameter.

**Ganna.** A bright pink in color, strong robust growth, and free flowering, coming into color October 1, and fully developed about October 12th. Diameter of flower 2½ inches.

**Sonoma.** A bronze with golden reverse and gold tipped petals. A profuse bloomer, coming into color October 1. Flowers 2½ inches in diameter

**Muldoon.** A purplish amaranth in color, flowers somewhat of the pompon type; free flowering and good growth. Matures Oct. 12. Flowers 2 inches in diameter.



**Glory of Seven Oaks.** Golden yellow, very early and free flowering.

**Eden.** Earliest rosy pink, medium height; excellent for cut sprays.

**Normandie.** Delicate pink, changing to nearly white. One of the earliest.

**Yellow Normandie.** A bronze yellow sport of Normandie, which is ample proof of its value.

**Ruth Cummings.** A reddish bronze seedling from Normandie. Is of dwarf compact growth, coming into bloom about Oct. 15. It is also very valuable for indoor growing.

**Alice Howell.** A rich shade of orange yellow in color. By far the most attractive of any of the yellow single varieties. Equally valuable for indoor or outdoor growing.

## CARNATIONS—FIELD PLANTS AND ROOTED CUTTINGS

On our Rockwell Hill Farm we have an ideal field for the growing of Carnation plants and we expect to have a large quantity of these to offer our patrons the coming season.

We offer Rooted Cuttings of the following varieties up to May 1st.

### CLEAN, HEALTHY STOCK, FREE FROM DISEASE

	Per 100	Per 1000
Ivory, White	\$4.00	\$35.00
Thos. Joy, White	5.00	45.00
Matchless, White	5.00	45.00
Morning Glow, Soft pink	4.00	35.00
Enchantress Supreme, Daybreak pink	4.00	35.00
Pink Abundance, Deep pink	4.00	35.00
Boston Ward, Deep pink	5.00	45.00
Betty Lou, Deep pink	5.00	45.00
Sophelia, Deep pink	5.00	45.00
My Love, Deep pink	10.00	100.00



Benora, Variegated	5.00	45.00
Eldora, Variegated	5.00	45.00
Spectrum, Scarlet	5.00	45.00
Johnson's Crimson, Dark red	5.00	45.00
Maine Sunshine, Yellow	10.00	90.00

Early Ordering Is Suggested.

BEDDING AND GREENHOUSE PLANTS

	Rooted Cuttings		2¼ inch pots.	
	Per 100	Per 1000	Per 100	Per 1000
Alyssum	\$1.25	\$10.00	\$4.00	\$35.00
Ageratum, Fraseri,				
Blue Ball	1.25	10.00	4.00	35.00
Coleus, Assrt.	2.00	17.50	3.50	30.00
Erlangia	2.50	20.00	6.50	60.00
Fuchsias, Assrt.	2.50	20.00	5.00	45.00
Little Beauty, Irwins Giant				
Storm King, Purple King				
Black Prince, Speceosa.				
English Ivy	1.50	12.50	5.00	45.00
German or Parlor Ivy	1.25	10.00	3.50	30.00
Geraniums, S. A. Nutt, Buchner	3.00	27.50	5.50	50.00
Ricard, Poitevine	3.50	30.00	6.00	55.00
Radio Red	3.50	30.00	6.00	55.00
Heliotrope, Best dark	1.25	10.00	4.00	35.00
Neurumbergia	1.25	10.00	4.00	35.00
Stevia	1.50	12.50	4.00	35.00
Salvia America	1.25	10.00	4.00	35.00
Swainsona, G. Alba	3.00	25.00	6.50	60.00
Tradescantia, 4 varieties	1.25	10.00	4.00	35.00
Vinca, Variegated			5.50	50.00

For plants from 3 in. and 4 in. pots ask for prices.

## CHRYSANTHEMUMS

# MEMORANDUM

## Varieties to grow next year

Quantity



## CULTURE OF THE CHRYSANTHEMUM

A thorough study of one of the later editions on the culture of Chrysanthemums by an American Expert should be considered the first essential by all attempting its culture for a profit. There is much said and to be said about the growing of 'Mums and the quickest, cheapest and safest way to get the necessary information is through the above.

In response to frequent request from Patrons for cultural help we pen the following:

Begin with good stock, if shipped in take care of same at once on arrival. Do not let the young plants get potbound or hard stems—repot or plant out as may be, to keep stock soft and growing.

The Chrysanthemum is not difficult to suit in the way of soil. Where Sod soil composted with Cow or Stable Manure is to be had and a liberal sprinkle of Bone mixed in at planting, the plants will generally have the food required until buds are selected. Distance of planting apart is governed by the grade of flowers desired and may be varied from 4 inches by 4 inches to 12 inches by 12 inches for single stem plants or about 8 inches by 10 inches where 3 stem plants are grown. In case of Pompons 7 inches by 10 inches to 10 inches by 12 inches spacing, except in the late planting of smaller stock, where the closer spacing may be sufficient for development. Plant firmly and keep cultivated, never let the plants suffer for want of water, and avoid continued saturation. A cool airy house is best. Keep plants properly supported or tied at all times.

Time to plant as well as distance to plant is governed by results to be attained. To produce largest size bloom of any variety it is necessary to plant early and give sufficient space for development. To obtain the maximum in such as Golden Glow and Smith's Advance, which form good buds in July, to bloom in August, March rooted cuttings planted early in May is advised. May and early June planting is necessary for largest blooms of the other earliest kinds for early October blooms. June and July for the Midseason and Late varieties, but the Chrysanthemum is a very accomodating plant and produces from most commercial varieties listed here a fair size salable flower from considerable later plantings, which are often just as remunerative, especially to the retail grower who finds earlier planting impossible.

On the earlier plantings buds commence to appear from about August 1st on which may be selected as near as possible to date recommended to be best date for the particular variety. Late plantings generally produce only terminal buds, which should be selected, that is the side buds removed as these appear. When buds are selected or well formed is the most advantageous time to give one or more feedings of Animal or Liquid Manure or Chrysaline or other chemical fertilizer as preferred; but in the case of Chemical Feeding, especially, weak doses are safer than too liberal. Discontinue feeding when the buds show color. Keep down insects at all times and be double sure the plants are free from Aphis and Red Spider before buds open.

The developed Flower should be prepared as far as possible to withstand the exposures it is liable to be subjected to by immersing the stems into deep water from six to twenty hours before offering for sale or shipment.





Oak Leaf